

PROJECT NUMBER: 2304
PROJECT TITLE: Flavor Development - New Products
PROJECT LEADER: Barbara G. Taylor
PERIOD COVERED: February, 1988

I. STUDIO

- A. Objective: To develop subjectively acceptable cigarettes with reduced sidestream visibility with flavor characteristics similar to Marlboro Lights.
- B. Status: Trim II - The objective is to develop an ultraslim product with 30% reduction in sidestream visibility when compared to Capri using calcium carbonate paper. Models were evaluated with cigarette papers containing 35% calcium carbonate and various additives (succinate, MAP, and CMC) to effect burn rate and ash appearance. From preliminary results, the model containing 6% succinate had the best ash appearance and least objectionable off-taste, however, the product had a 6.9 puff count.

II. FILTER ADDITIVES

- A. Objective: A. Evaluate the effects of filter additives on the subjective characteristics of cigarette smoke (evaluations on blends and blend components). B. Use filter additives to modify and enhance the most desirable smoke characteristics.
- B. Status: GCC blend cigarette models were made using the filters containing various levels of citric acid (1.8, 1.2 and 0.6mg) in 19mm CA plug. Once the analytical data is available on these models, subjective evaluations will be done. The 11mg tar models that used tipping papers coated with citric acid, potassium phosphate, and potassium citrate were subjectively evaluated. The test models were different from the control and each other. Samples of these models were also mentholated by foil for subjective evaluations.

III. SWEET FLAVORS

- A. Objective: To create/develop flavors that provide a sweet and/or coumarin-type character in smoke.
- B. Status: CR 2643 was evaluated subjectively on an 11mg tar cigarette (no aftercut). At 1ppm, it presented a sweet, powdery, coconut-like character to the smoke. Further evaluations are being done with this product.

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